

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION  
International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>6</sup> : <b>G06F 17/30</b>		A1	(11) International Publication Number: <b>WO 99/44159</b> (43) International Publication Date: 2 September 1999 (02.09.99)
(21) International Application Number: <b>PCT/US99/04166</b> (22) International Filing Date: 26 February 1999 (26.02.99)		(81) Designated States: AU, CA, JP, KR, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).  <b>Published</b> <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>	
(30) Priority Data: 60/076,179 27 February 1998 (27.02.98) US 60/076,404 27 February 1998 (27.02.98) US Not furnished 26 February 1999 (26.02.99) US			
(71) Applicant: ENGAGE TECHNOLOGIES [US/US]; 100 Brickstone Square, Andover, MA 01810 (US).			
(72) Inventor: JAYE, Daniel; 100 Brickstone Square, Andover, MA 01810 (US).			
(74) Agents: KELLY, Edward, J. et al.; Foley, Hoag & Eliot, LLP, One Post Office Square, Boston, MA 02109 (US).			
(54) Title: SYSTEM AND METHOD FOR BUILDING USER PROFILES			
<p>The diagram illustrates a system for building user profiles. It features a central <b>Client</b> connected to three local servers: <b>Server 1</b>, <b>Server 2</b>, and <b>Server 3</b>. The Client sends requests to these servers. <b>Server 1</b> returns the URL <b>www.server1.com</b> and a query string <b>www.enterprise_server.com? Local client ID1&amp; Page_access_data1</b>. <b>Server 2</b> returns <b>www.server2.com</b> and a similar query string. <b>Server 3</b> returns <b>www.server3.com</b>. The Client also connects to an <b>Enterprise Server</b>, which contains a database entry for <b>Global client ID</b> and <b>Global client profile</b>. An <b>Advertiser</b> is shown interacting with the Enterprise Server via a communication channel labeled <b>19</b>. The Enterprise Server also has a connection labeled <b>16</b> to another part of the system.</p>			
(57) Abstract			
<p>A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.</p>			